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How the AFD uses chatbots to improve employee experience and employer brand

AFD, the French Development Agency, has implemented two chatbots – an HR bot to provide day-to-day support for employees, and a recruitment bot to assist external candidates.

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(French Development Agency)

AFD, the French Development Agency, is a **public financial institution** that implements France's development policy, **helps fight poverty** and promotes **sustainable development**.

Key figures :

- **3 000 employees** around the world
- **85 agencies**
- **17 regional offices** in **115 countries** including in the French Overseas Communities

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Project
overview

Back in 2018, AFD's HR department was looking to provide a new tool that would offer **24/7 support** to **applicants** for all **recruitment-related questions**, and would also be able to serve **employees** operating on **very different schedules** across the group's **85 agencies**. After testing several solutions, AFD concluded that a chatbot would be the best solution for their needs.

« *We had noticed that the HR department would often be approached by employees **with the same recurring questions**, leading to similar answers. What we wanted was a new tool that would handle those simple, recurring questions so that my colleagues would be able to **focus on specific cases**.* »

Meng-Han Chiang, head of AFD's HR digital transformation unit

The challenge

- Provide employees with **instant and timely answers**

- **Free up** time spent by HR on **recurring questions** to focus on specific cases

- Inform candidates and **support their application process**

The Dydu solution

- A **recruitment chatbot** for **external candidates**, available on the AFD careers website

- An **HR chatbot** for **internal employees**, available within the organization's HR, career management and training software

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« *We chose Dydu because it was **the solution that offered the most advanced features** – including statistics, the anonymity of conversations and decision trees.*

*In Dydu's admin console, I can manage the **knowledge base**, **conversations and statistics** of our recruitment and internal bots all at once. Other software companies didn't offer this kind of all-in-one solution.* »
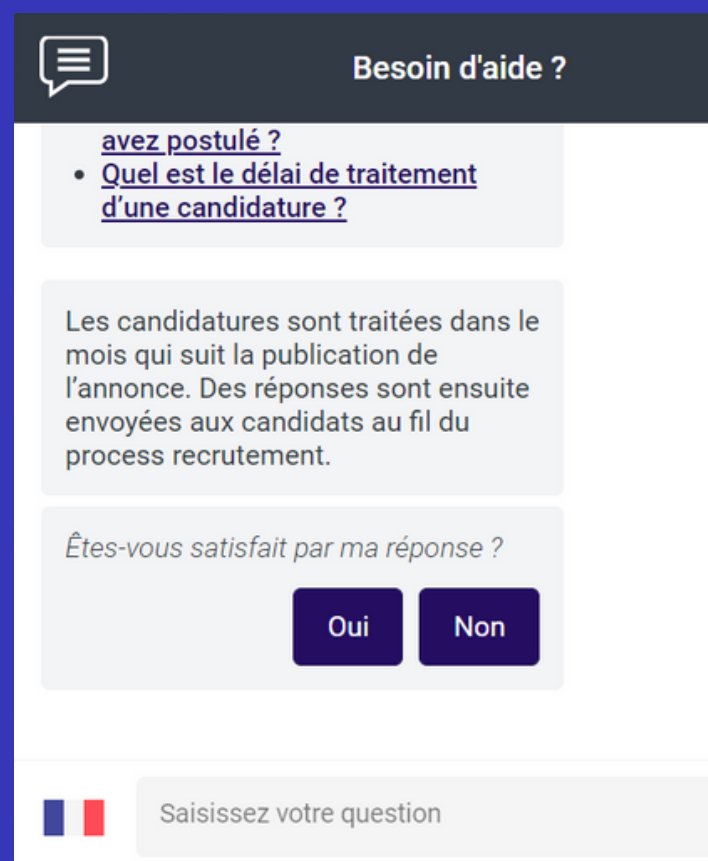
Meng-Han Chiang, head of AFD's HR digital transformation unit

The external project

The team first worked on the **recruitment chatbot**. With on average **2 500 applications** per month, AFD's goal with this bot was to **improve** the organization's **employer brand** and leverage digital technology to **foster a sense of community**.
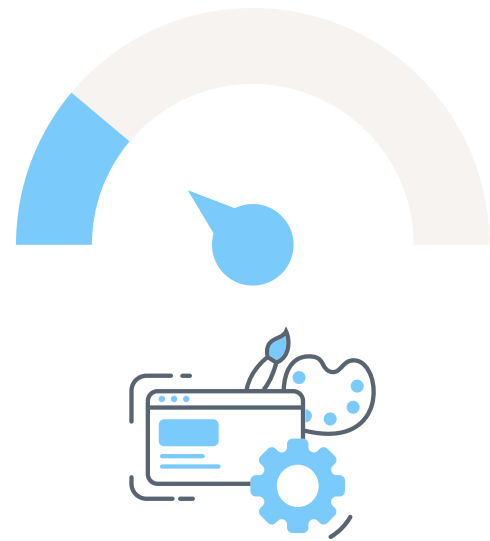

The internal project

To create the **internal HR bot**, the team worked on different batches according to specific areas of expertise. Before rolling out the bot, AFD focused on **several key topics** including **interviews, internal mobility and training**.
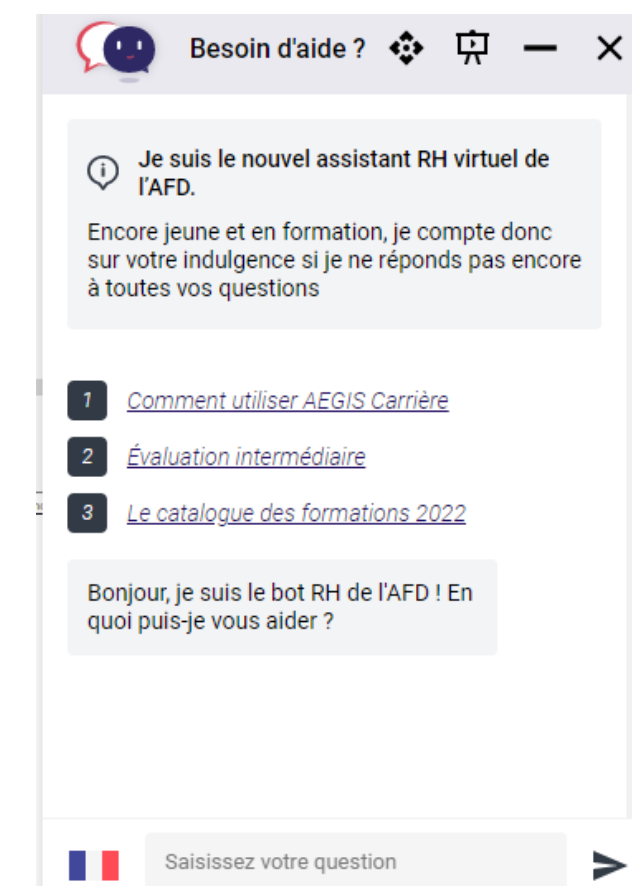
Project implementation
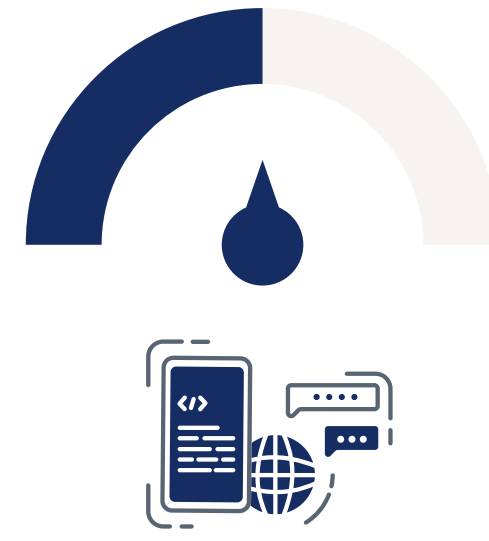
Design
1 month

- **Scoping** workshop and **KPI** setting
- **Training sessions** on how to use the Dydu solution

Build
2 to 4 months

- Creation of the **knowledge base**
- Pre-production **testing**

Launch
1 month

- Chatbot **implementation**
- **Evangelization** within the organization

Run
Ongoing

- **Steering committee**
- Incorporation of **new use cases**

Bots **objectives**

Address 80% of recurring issues

by identifying the 20% most frequently asked questions in each area of HR

Provide information at the right time

by identifying which knowledge to put foward

Achieve 80% user satisfaction

in terms of the answers provided by the bot

Free up HR professionals' time

to focus on higher value-added activities

Build on the results of the HR pilot project

to expand to other executive departments

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Key indicators

Conversations

Number of conversations per month

Interactions

Number of interactions per month

Qualification of interactions

Percentage of requests successfully understood by the bot

« *I spend **an hour a week** reading through conversations to **monitor trends**, **improve the bots' understanding** and identify new questions that may need to be **added to the knowledge base**.* »

Meng-Han Chiang, head of AFD's HR digital transformation unit

Results

Indicators	Recruitment chatbot	Internal chatbot
Visitors	489 K	256 K
Interactions	6,5 K	2,8 K
Qualification of interactions	97 %	89 %

2022 Data

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Next **steps**

Deploy the internal chatbot on the organization's **payroll and administrative management software** as well as **intranet**

Expand the knowledge base to cover all HR topics

Translate the external bot's knowledge base in **english**

Contact us

for more information on the Dydu solution

Request a demo